

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
TELECOMMUNICATIONS ADVISORY GROUP

March 17, 2005  
MAG Office  
302 North First Avenue  
Phoenix, Arizona

MEMBERS ATTENDING

Greg Binder, Phoenix, Chair  
\*Kevin Hinderleider<sup>1</sup>, Avondale  
Dee Hathaway<sup>1</sup>, Buckeye  
\*\*Jim Keen<sup>1</sup>, Carefree  
\*Pat McDermott, Chandler  
\*\*Pat Timlin, El Mirage  
\*Mike Ciccarone<sup>1</sup>, Fountain Hills  
\*Shawn Woolley, Gilbert  
\*\*Kenneth Arnold for Ajay Joshi, Glendale  
\*\*John Imig<sup>1</sup>, Goodyear

Cary Parker<sup>2</sup>, Maricopa County  
\*\*Dale Shaw, Mesa  
\*\*Duncan Miller<sup>1</sup>, Paradise Valley  
\*Ralph Spencer, Peoria  
\*Lyn Gillean, Queen Creek  
\*Kevin Sonoda, Scottsdale  
\*Randy Jackson, Surprise  
\*\*Dave Heck, Tempe  
\*Bruce Johnson<sup>1</sup>, Tolleson  
\*Karen Strickland, ADOT  
Randi Alcott<sup>1</sup>, RPTA

\*Members neither present nor represented by proxy.

OTHERS PRESENT

\*\*Dale Bowen, Washington DC  
✓ Donna Tourville, US GSA  
✓ Lee Ellis, US GSA  
\*\*Mark Goldstein, IRC  
\*\*Betsy Kimak, Denver, CO  
✓ Mark Johnson, Guadalupe

Craig Chenery<sup>1</sup>, MAG  
Heidi Pahl<sup>2</sup>, MAG  
Audrey Skidmore, MAG  
Lutina Pereira, MAG  
Steve Gross, MAG  
\*\*Jessie Brodersen, Mesa

\*\*Participated via telephone conference call.

✓ Participated via video conference call.

<sup>1</sup> = RVS Site Coordinator

<sup>2</sup> = RVS Backup Site Coordinator

1. Call to Order

The meeting was called to order at 10:05 am by Chairman Greg Binder. Voting members Pat Timlin, Jim Keen, John Imig, Dale Shaw, Duncan Miller, Dave Heck, and proxy Kenneth Arnold attended via telephone conference call. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of October 21, 2004 Meeting Minutes

It was moved by Randi Alcott, seconded by Cary Parker and unanimously recommended to approve the October 2004 MAGTAG meeting minutes.

4. Government Web Identity

Greg Binder thanked the presenters for attending the meeting. Chairman Binder introduced Lee Ellis of the US Government Services Administration (GSA) in Washington DC. Lee Ellis introduced Donna Tourville of the US GSA.

Lee Ellis gave a presentation on government web identity which is the use of a second level .gov domain name to represent a city or town. The federal government has modified the rules that govern localities use of the .gov domain name to reduce conflicts between similarly named cities and towns. Lee Ellis discussed domain name registration for city governments, established standards and security of domain names.

Dave Heck asked if a city already has the domain name tempe.gov can they apply for tempeaz.gov. Lee Ellis replied yes.

Greg Binder asked for an explanation of the registration process. Lee Ellis said that users can go to [www.nic.gov](http://www.nic.gov) or [www.gov.gov](http://www.gov.gov) to obtain information on the registration process. Mr. Ellis explained that the application for the domain name can be done online. He said a letter of authorization from the Chief Information Officer (CIO) should be submitted within 90 days of completing the online registration form. He mentioned that each agency must identify three points of contact: a technical, administrative and a billing contact. He explained it takes a couple days to get a .gov domain name. He mentioned that GSA contacts the agency to verify the letter and once the web site is operational GSA runs a search to ensure there are no dirty words or campaigning on the site. Donna Tourville added that the agency applying for the .gov domain name must also supply the DNS.

Audrey Skidmore asked if MAG, as a metropolitan planning organization, can apply for a .gov extension. Lee Ellis responded yes, as long as MAG collaborates with the State and the State approves the request. Heidi Pahl added that Shanna Chalker is the contact at the Government Information Technology Agency (GITA) for .gov domain names. Donna Tourville added that it is common for agencies to ask for the two letter state abbreviation before their city/town name.

Greg Binder asked for an explanation of accepting the terms and conditions of the .gov domain name. Lee Ellis responded that there is a set of guidelines posted on the web site.

Greg Binder mentioned that when the city of Phoenix partners with a private sector agency on a large event the city does not put a link to the sponsor on their web site. Mr. Binder asked if a .gov web site can place links to private sector businesses on their web site. Lee Ellis responded that through the good neighbor program a .gov web site can have links to other web sites but they cannot have a direct link to any service, product or person.

Randi Alcott asked if placing a logo on a .gov web site is acceptable. Lee Ellis replied yes.

Betsy Kimak said that Denver provides an external disclaimer and a link on their web site. Lee Ellis responded that the user needs to know that they are leaving the .gov web site when they click on the link. Greg Binder reported that city of Phoenix does not have a disclaimer on their web site when going to other government sites. Mr. Binder added that agencies should be thinking of the implications when they provide a link off a .gov web page.

Greg Binder asked for the cost of the .gov domain name. Lee Ellis replied \$125 per year payable in September to coincide with the federal fiscal year. Cary Parker asked if more than one year can be purchased at a time. Lee Ellis responded, not at this time.

Greg Binder asked if there was a dispute resolution process in place for agencies requesting the same .gov domain name. Lee Ellis replied that there is a dispute resolution process in place and he is on that panel that resolves disputes. Mr. Ellis said that there is a set naming convention for States. He added that it is best not to use acronyms or abbreviations. He said that police and fire departments cannot get their own .gov as all links to city departments come off the home page which is handled by the auspice of the highest elected official.

Dee Hathaway asked if there were any rules for subdomains. Lee Ellis responded no, subdomains are controlled by the agency.

Dale Bowen asked how .gov is being promoted. Lee Ellis responded that it was an area that needed improvement. He said pamphlets are distributed at conferences but most agencies come to GSA to request a .gov domain name. He mentioned that the League of Cities and Towns, the National Association of Counties and the National Association of CIO's are aware of the .gov domain name. Dale Bowen mentioned that he would be happy to distribute information on the .gov domain names at the upcoming Public Technology Institute (PTI) conference.

Greg Binder asked if Mr. Ellis was aware of firstgov.gov. Lee Ellis responded that firstgov.gov is run through the GSA and the site lists every site that has a .gov domain name.

Cary Parker asked if there is a recommended naming convention. Lee Ellis replied that the recommend naming conventions are: city with the two letter state abbreviation, the two letter state abbreviation and city or placing a dash between city and state or state and city.

Cary Parker asked how they choose domain names in instances where the county name is the same as the city name, for example Maricopa County and City of Maricopa. Lee Ellis responded that

counties must have the word county in their domain name. He added that if it is a combined city/county the name of the county does not need to be included in the web domain.

Lee Ellis offered the Help Desk phone number, 1-877-734-4688, for general inquiries and his direct line for specific policy questions.

5. MAGTAG Working Group Projects

Heidi Pahl reported that the Information Sharing Working Group will be meeting soon to plan for the May information sharing session. Ms. Pahl reported that the group is researching Community Emergency Notification Systems (CENS) as the next topic.

6. Announcements and Public Input

No announcements.

7. Date of Future Meetings

Greg Binder led a discussion on the future of MAGTAG. Mr. Binder said that it has been increasingly difficult to obtain a quorum for MAGTAG meetings. He reminded the group that there are no items to vote on, and no budgeted telecommunications projects. He noted that there is a need for regional attention to telecommunications because it touches a wide variety of interests.

Greg Binder stated that to increase flexibility for MAGTAG members, MAGTAG could change from a formal MAG committee to a stakeholder group. This potential change would allow MAGTAG to have a wider audience to include representatives from: member agency Information Technology (IT) departments, State agencies such as Government Information Technology Agency (GITA), Federal agencies, private sector businesses such as telecom providers, the educational sector, etc. Mr. Binder summarized the benefits of changing TAG to a stakeholder group, including: broader membership, no quorums, and greater flexibility. Chairman Binder asked for comments from the membership.

Dave Heck suggested that MAGTAG address more regional issues such as 311 and radio interoperability. Heidi Pahl mentioned that information sharing sessions on both these topics occurred within the last year and half and asked how these issues could be better addressed. Dave Heck responded that currently each agency is on their own evaluating projects such as 311 and radio interoperability and a regional entity handling these issues would mean less duplication of efforts and sharing of resources.

Randi Alcott asked if the suggestion was that MAGTAG not continue. Greg Binder responded that MAGTAG would continue but possibly in a different capacity. Changing to a stakeholder group relieves the structure of the formal committee. Mr. Binder suggested that committee members may want to check with their organizations to see if issues exist with the change to MAGTAG, since they were appointed by their manager to sit on the committee.

Heidi Pahl explained that MAG has a successful model of a stakeholder group called the Planners Stakeholder Group (PSG). The PSG has a broad audience of planners from the member agencies, Greater Phoenix Economic Council (GPEC), private sector affiliates, etc. and meets as needed to discuss issues of regional importance to the planners. She said they have a simple one page agenda, there is no quorum requirement and no meeting minutes taken. Ms. Pahl said that if MAGTAG becomes a stakeholder group they could follow the PSG model and continue with the information sharing sessions focusing on what is important to the stakeholders.

Dee Hathaway said a stakeholder group sounds like a wonderful idea and he attends the meetings to learn what others are doing.

Cary Parker asked what would be lost if MAGTAG becomes a stakeholder group. Heidi Pahl replied that nothing would be lost but the membership would gain greater flexibility and wider participation.

Cary Parker asked if a stakeholder group would still have MAG staff support. Heidi Pahl replied yes.

Dee Hathaway asked if MAGTAG became a stakeholder group and an opportunity arose for a project where a vote was needed, could a special committee be formed to handle that. Heidi Pahl replied that MAG Management Committee and Regional Council are involved in the creation of formal MAG committees but that MAG can form working groups to work on special projects and if there was a need for a formal MAG committee to be formed MAG staff would offer assistance.

Heidi Pahl asked the membership if the stakeholder group should have a name like, "Information Technology Stakeholder Group" to broaden the audience to all IT professionals including telecommunications professionals. Greg Binder responded that he liked the name Information Technology Stakeholder Group because broader is better. Cary Parker remarked that telecommunications is rolled under the IT umbrella so to modernize and expand coverage it would be better to have the name Information Technology Stakeholder Group.

Greg Binder asked MAG staff to research what other council of governments do for regional telecommunications and information technology issues.

Chairman Binder reminded the group that the next MAGTAG meeting will be Thursday, May 19, 2005 at 10:00 am.

The meeting was adjourned at 11:25 am.